1 **CLAIMS**

2 What is claimed is:

3 1. A computer code embodied on a computer readable medium for a
4   customer-centric restaurant communication system, comprising:

5   a code segment that provides a user interface that allows a restaurant diner to
6   order food and drinks without interaction with a human server;

7   a code segment that provides a virtual server as part of the user interface, for
8   assisting the restaurant diner with the user interface;

9   a code segment that provides bill payment functionality to allow the restaurant
10   diner to pay for the food and drinks with cash, a check, credit card, or a gift
11   certificate; and

12   a code segment that provides entertainment services to occupy the attention of
13   the restaurant diner.

14 2. The computer code embodied on a computer readable medium for a customer-
15   centric restaurant communication system from claim 1, wherein the
16   entertainment service is movie information access.

17 3. The computer code embodied on a computer readable medium for a customer-
18   centric restaurant communication system from claim 1, wherein the
19   entertainment service is a game.

20 4. The computer code embodied on a computer readable medium for a customer-
21   centric restaurant communication system from claim 1, wherein the
22   entertainment service is Internet access for browsing websites.

23 5. The computer code embodied on a computer readable medium for a customer-
24   centric restaurant communication system from claim 1, wherein the

25   entertainment service is Internet access in which browsing is limited to a
26   predetermined set of websites.

27 6. The computer code embodied on a computer readable medium for a customer-
28   centric restaurant communication system from claim 1, further comprising a code
29   segment that allows the restaurant diner to send Internet e-mail messages.

30 7. The computer code embodied on a computer readable medium for a customer-
31   centric restaurant communication system from claim 1, further comprising a code
32   segment that allows the restaurant diner to send messages to a second
33   restaurant diner also using the restaurant communication system.

34 8. The computer code embodied on a computer readable medium for a customer-
35   centric restaurant communication system from claim 1, further comprising a code
36   segment that provides a data mining analysis tool for analyzing transactions
37   performed by the restaurant communication system.

38 9. The computer code embodied on a computer readable medium for a customer-
39   centric restaurant communication system from claim 1, further comprising a code
40   segment that allows the restaurant diner to purchase restaurant gift certificates.

41 10. The computer code embodied on a computer readable medium for a customer-
42   centric restaurant communication system from claim 1, further comprising a code
43   segment that allows the restaurant diner to place an order from a remote location
44   via the Internet.

45 11. The computer code embodied on a computer readable medium for a customer-
46   centric restaurant communication system from claim 1, further comprising a code
47   segment that manages an incentive program to encourage the restaurant diner to
48   order the food and the drinks.

49　12.　The computer code embodied on a computer readable medium for a customer-
50　　　centric restaurant communication system from claim 1, further comprising a code
51　　　segment that provides integrated human resource capabilities for a restaurant.

52　13.　The computer code embodied on a computer readable medium for a customer-
53　　　centric restaurant communication system from claim 1, further comprising a code
54　　　segment that performs voice recognition and voice synthesis to allow the
55　　　restaurant diner to operate the restaurant communication system even if
56　　　disabled.

57　14.　The computer code embodied on a computer readable medium for a customer-
58　　　centric restaurant communication system from claim 1, wherein the virtual server
59　　　is an animated figure that emulates human personality traits.

60　15.　The computer code embodied on a computer readable medium for a customer-
61　　　centric restaurant communication system from claim 1, wherein the virtual server
62　　　teaches the restaurant diner how to operate the restaurant communication
63　　　system.

64　16.　The computer code embodied on a computer readable medium for a customer-
65　　　centric restaurant communication system from claim 1, wherein the virtual server
66　　　suggestively sells the food and the drinks to the restaurant diner.

67　17.　The computer code embodied on a computer readable medium for a customer-
68　　　centric restaurant communication system from claim 1, further comprising a code
69　　　segment that allows the restaurant diner to make a restaurant reservation via the
70　　　Internet.

71　18.　A computer code embodied on a computer readable medium for a
72　　　customer-centric restaurant communication system, comprising:

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74 a code segment that provides a user interface that allows a restaurant diner to order food and drinks without interaction with a human server;

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76 a code segment that provides a virtual server as part of the user interface, for assisting the restaurant diner with the user interface;

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78 a code segment that provides bill payment functionality to allow the restaurant diner to pay for the food and drinks; and

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80 a code segment that provides entertainment services to occupy the attention of the restaurant diner.

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84 19. The computer code embodied on a computer readable medium for a customer-centric restaurant communication system from claim 18, further comprising a code segment that allows the restaurant diner to send messages to a second restaurant diner also using the restaurant communication system.

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89 20. The computer code embodied on a computer readable medium for a customer-centric restaurant communication system from claim 18, further comprising a code segment that manages an incentive program to encourage the restaurant diner to order the food and the drinks.

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